MARYLAND STATE DEPARTMENT OF
EDUCATION

Achievement Matters Most

MARYLAND

Logo Standards Manual

A Graphic Style Guide

for the Maryland State

Department of

Education

Achievement

EDUCATION

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EDUCATION
Achievement Matters Most

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State Superintendent of Schools

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Dear Department Employees:

As you know, this is an exciting, challenging time for the Department. We're defining a new vision for preK-12 public education—a vision that we call Achievement Matters Most. To carry this vision to our customers, we have adopted a new logo. This manual sets guidelines for its use.

The new logo communicates our guiding principal (Achievement Matters Most), clearly connects us with the state of Maryland, and conveys a professional image. I would like to thank Phyllis Brotman, co-chair of the Public Support Task Group of the Visionary Panel for Better Schools, for suggesting that the Department adopt a new logo that clearly represents its goals. Mrs. Brotman made our new logo possible by engaging gkv communications—the award-winning Baltimore advertising agency—to design the new logo *pro bono*. I am grateful to gkv president Roger Gray, account supervisor Stacey Molli, and designer Mary Quick for the vivid new design.

I encourage you to read this manual and follow the logo usage guidelines. Please feel free to contact the Communications and Strategic Planning Office if you have any questions about the guidelines or if you need to handle a situation not addressed in the manual. They will be happy to help you. Working together, we can project an effective, memorable image for the Maryland State Department of Education. Thank you for your cooperation.

Sincerely,

Nancy S. Grasmick

Nancy S. Grasmick
State Superintendent of Schools

Introduction

The Maryland State Department of Education exemplifies energetic leadership and innovative programs and services to improve public education, library services, and rehabilitation services. The Department maintains its commitment and service to its customers with the help of professional marketing materials. These materials should be informative and project a professional image. Usage of high-quality graphics is critical to maintain such an image. This manual sets guidelines for using the Department logo.

The graphic identification system consists of:

1. Components of the Logo

2. Logo Usage

3. Communications: Printed Materials, Web & Advertising

4. Signage

All artwork identified in this manual may be obtained from the Web at www.marylandpublicschools.org/logo. Also, logo slicks are provided on pages 9 and 11. Please contact the Communications and Strategic Planning Office at 410-767-0600 with any questions and for guidance in situations not covered in this manual.

Table of Contents

The Maryland State Department of Education has adopted a new logo. It is critical that employees use the logo in a consistent way. Why is consistent use so important? Our society is information-driven. We're bombarded with messages and demands for our time and attention. It can be an effort just to watch the news, given the competing stock tickers and scrolling headlines framing the television screen. To help people navigate this sea of information, businesses—including state government agencies—must project a consistent, professional image. By using our new logo consistently, we help our customers identify quickly the programs, materials, messages, and services of the Maryland State Department of Education.

Components of the Logo

MSDE logo, 2-color

The Logo Symbol and Type

The components of a logo consist of a corporate mark (or graphic symbol), type (words or just letters) and sometimes a tagline (a phrase stating a theme or purpose) to create the identity for an organization. The logo's function is to promote easy recognition at a glance.

MSDE logo, 1-color

The Department logo contains no abbreviations or acronyms; it simply spells out the organization name. The type, combined with two graphic elements and a tagline, all imbedded into a rectangle, make up the entire logo symbol. The type is the principal visual element in the logo design. When looking at this logo, the viewer instantly understands the main purpose of the Department: EDUCATION. The tagline, "Achievement Matters Most," communicates the Department's commitment to achievement and excellence.
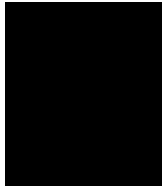
In addition to reading the type in this logo, viewers will immediately identify the Department with two well-known graphic elements from Maryland's state flag. These elements are used to create a visual correlation between the Department and the state of Maryland. Usage of 3 of the 4 state flag colors reinforces state recognition.

All elements of this logo should be used together as one unit. Do not separate an element from the logo to use in lieu of the logo. When used in graphic design, the logo should never touch other logos or be covered with type or graphic elements in any way. Exact duplication of the Department logo is essential for successful identification.

Components of the Logo

The Color System

The preferred usage of the logo is in two colors: black and gold (PMS 129). It will appear in the colors specified except in cases where two-color reproduction is not an option, at which time using the one-color version is permitted. Two-color usage of the logo is limited to black and PMS 129. (PMS 129 refers to a specific color identified by the Pantone Matching System (PMS) of printers' inks.) The one-color (black) logo shows all elements of the logo in black. Different percentages of black are assigned to simulate the different colors of the color version.

FYI: When printing ink colors on paper, white is not a color but a space to which no color is assigned. Screen printing on a colored material is a completely different process. Then, white ink is used.

Process Black   PMS 129

Pantone Matching System inks for MSDE logo

Font Usage

The Department requires that you obtain artwork of its logo, formatted to your requirements, without trying to reproduce it. If you would like your materials to match in style and font usage, the logotype is set using variations of two fonts:

"Maryland State Department of":
Myriad Black, 82% condensed
formatted as small caps

"Achievement Matters Most":
Myriad Black
upper and lowercase

"EDUCATION":
Times New Roman
formatted as caps

MARYLAND STATE DEPARTMENT OF

Myriad Black condensed 82% loose tracking small caps

Achievement Matters Most

Myriad Black upper & lowercase

EDUCATION

Times New Roman all caps

Myriad Black:
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times:
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Correct Logo Configurations

The preferred use of the logo is horizontal. However, in some instances, such as on business cards, it may be necessary to rotate the logo 90 degrees counter-clockwise in order to conserve space.

Incorrect Logo Configurations

Do NOT distort the logo in any way as shown to the right. This can happen accidentally by scaling up or down without making sure both dimensions scale proportionately.

The logo should not be redrawn or modified in any way. It should not be decorated or added to and should not be used in different color combinations. It should not be customized.

Always use the high-resolution graphic files provided by the Communications and Strategic Planning Office. Reformatting the files provided could result in a low resolution output, and the logo will print jaggedly. The high-resolution files are available on the Web at www.marylandpublicschools.org/logo.

Correct and Incorrect Logo Usage

distorted vertically

distorted horizontally

skewed

incorrect color usage

substituted elements and fonts

low resolution (will print jaggedly)

Office of School & Community Outreach

customizing the logo to identify your office

overtop a pattern instead of a solid

reversed 1-color version

Communications:
Printed Materials, Web and Advertising

Printed Materials

The logo will appear on all Department materials: stationery, advertising pieces, publications, brochures, flyers, etc. The goal of effective logo placement is simply to communicate quickly to readers: This is a product of the Maryland State Department of Education.

Attention should be given to displaying the logo in generous open space, free from interference from, or close association with, any visually distracting elements.

The Department logo should be placed in a prominent position. It should be displayed on the front cover of significant and/or widely distributed reports and publications. In other instances, it is acceptable to place the logo on the back of a publication. For example, a newsletter may have a previously established identity and masthead. Ideally, the new Department logo will be incorporated into the masthead. However, it is also acceptable to place the logo on the back of a newsletter inside the attribution or "credit box." Special care should be taken that the logo be clear and legible in this box.

The logo must be reproduced large enough for the tagline to be legible. If the logo must be reproduced at a very small size, please contact the Communications and Strategic Planning Office for guidance.

As logo standards are recent to the Department, and placement guidelines are somewhat flexible, divisions are encouraged to contact Maureen Moran, Branch Chief, Communications and Strategic Planning Office, at 410-767-0477 prior to printing materials for advice. She or a SCOO staff member can help determine if the logo standards have been met and can advise on logo placement.
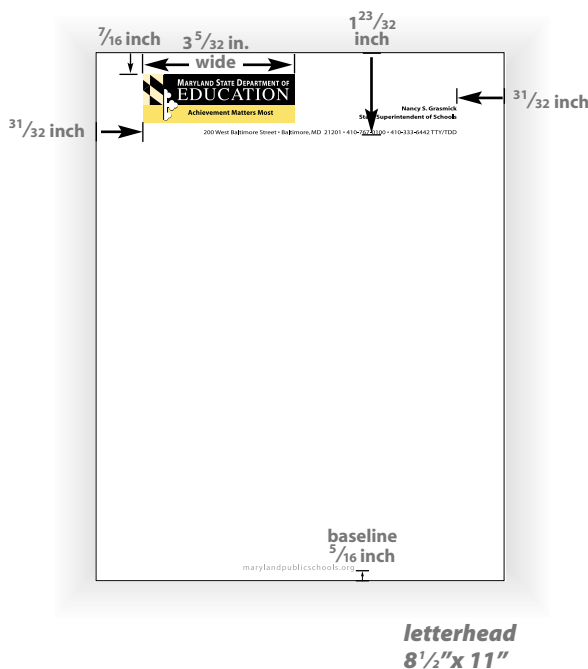
Stationery

Department stationery shall convey a consistent visual style.

LETTERHEAD design will position the 2-color (black and gold) logo in the top left corner of an $8\frac{1}{2}$ x 11-inch page, $^{31}/_{32}$ inch from the left edge and $^{7}/_{16}$ inch from the top of the paper. The logo should be $3^{5}/_{32}$ inches wide. Stock (paper) should be bright white, smooth finish, text weight. The Superintendent's name and title will be flushed right, $^{31}/_{32}$ inch from the right edge, and black in color. All name/title typesetting will be 8.7-point (72 points per inch) Myriad Bold with automatic spacing between lines (leading). The address, phone and fax information will be flush right, $^{31}/_{32}$ inch from the right edge, set in 8.7-point Myriad Roman, baseline $1^{23}/_{32}$ inches from the top of the page. At the bottom of the page, the Department Web site is centered, 70% black, typeset in 12-point Myriad Roman, loose letter spacing. The type baseline is $^{5}/_{16}$ inch from the edge of the paper. *continued*

letterhead
8½"x 11"

Note: The Division of Rehabilitation Services (DORS) and the Division of Library Development and Services (DLDS) have received permission to use a modified template. Contact the Communications and Strategic Planning Office if you need a copy of the template.

BUSINESS CARDS will incorporate the same basic style as the letterhead. The design includes the logo (2-color logo preferred), rotated 90 degrees counterclockwise, centered vertically, placed $5/64$ inch from the left edge of a $3\frac{1}{2}$ x 2-inch business card. Stock should be bright white, smooth finish, cover weight (7 points or 65 lbs.).

All office information will be black in color and flushed left, $5/32$ inch to the right of the bottom of the logo and $7/16$ inch from the top edge. Each piece of information begins on a new line, starting with the employee name. The name should be typeset in 10-point Myriad Bold, upper and lowercase. Return to the next line with automatic line spacing (leading). Typeset the employee title in 8-point Myriad Roman. On the next line, typeset the employee office/division in the same manner. Double-space. List phone/fax/e-mail information on separate lines, all double-spaced. Typeset "Phone:," "Fax:" and "E-mail:" in 8-point Myriad Bold. Tab over $7/16$ inch to list the actual information in 8-point Myriad Roman. After listing e-mail information, double space to list the Department Web site, typeset in Myriad Bold, screened 70% black. Single space to typeset the address, street and city in 8-point Myriad Roman. Separate street and city information with a bullet. All type should be finished and positioned no more than $1/4$ inch from the bottom of the card.

Note: DORS and DLDS have received permission to use a modified template. Contact the Communications and Strategic Planning Office if you need a copy of the template.

#10 BUSINESS ENVELOPES will incorporate the same basic style as the letterhead. Design will be the 1-color logo, positioned in the top left corner of the envelope, $1/4$ inch from the top and left edges of the envelope, $2^{27}/32$ inches wide. Stock should be bright white, smooth finish, text weight. Office address will be listed, under the logo, justified with the right and left edges of the logo, with the baseline of the type $1^5/16$ inches from the top edge, typeset at 10-point Myriad Roman. Any Division may print its name on envelopes. This should be placed above the office address in all caps. Divisions may also print their cost center numbers on envelopes. This should be done by placing "ATTN:" and a cost center number below the address.

Note: DORS and DLDS have received permission to use a modified template. Contact the Communications and Strategic Planning Office if you need a copy of the template.
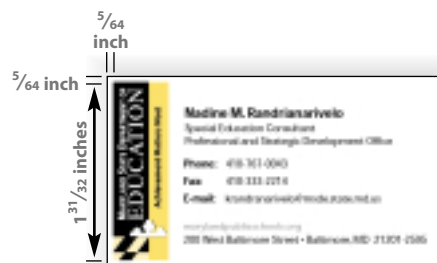
business cards
3$\frac{1}{2}$"x 2"
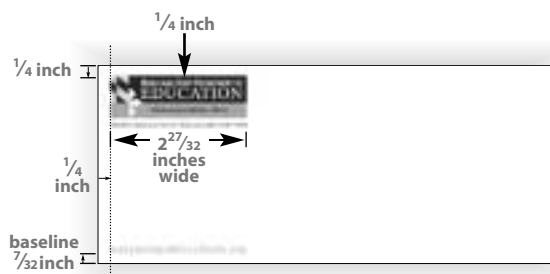
#10 envelope
9$\frac{1}{2}$"x 4$\frac{1}{8}$"

Communications:
Printed Materials, Web and Advertising

Advertising

All advertising materials (promotional products like pencils and rulers, television and print advertisements, etc.) will incorporate the Department logo. Due to the various designs, sizes, and limits on copy area found in these items, the logo may be presented in a variety of ways. Please note that if the Department logo is reproduced at extremely small sizes, the tagline will not be legible. Contact the Communications and Strategic Planning Office (410-767-0600) for guidance if you believe this is the case.

Periodically, the MSDE logo may appear in an advertisement in conjunction with another organization's logo. The logo guidelines provided in this manual should still be followed.

The Communications and Strategic Planning Office encourages Divisions to submit materials for review prior to printing (or airing) to ensure appropriate use of the logo.

On the Web

On the Web, logos play a vital role, serving as the main graphic heading and visual center of Web page design. The logo should be the first graphic a viewer notices, and it should be of high quality. (Many Web visitors rely on the quality of a site's graphics to decide whether the site's content is worth reading.)

If you are adding graphics to the MSDE Web site, or providing them to the webmaster for posting, make sure the graphics are formatted for the Web in a low-resolution (72dpi) "jpg" or "gif" format, and that they are clear and bright in contrast. Maximum graphic length is 600 pixels. High resolution photos are not necessary and will only cause problems for site functionality (longer download time).

All text should be proofread before it is submitted to the webmaster. Text should be informative, factually and grammatically correct, and free of typos.

Video and TV Production

Check with the Communications and Strategic Planning Office for approval and guidance in creating videos.

Signage communicates a message and provides immediate identification of vehicles, buildings, services and products. It must be simple, straightforward and functional.

Signage must give direction while allowing very little time for its message to be read. As such, consistency of image is of the utmost importance and can be achieved by following the guidelines in this manual relating to typography and logo positioning. Because signage on vehicles and buildings must usually last the life of the vehicle or building, careful planning is essential for maximum effectiveness—both in terms of identification and cost.

There are two basic concerns regarding signage that affect all graphic decisions: legibility and readability. Legibility is the viewer's physical ability to see and distinguish a sign and its message. Readability is the viewer's ability to understand the message. Typefaces for signage should be simple in style and form so that proportions and shapes can be easily seen and recognized. A heavier type weight should be used because the eye has less time to absorb message content from a greater distance and must be able to read the message quickly, often in distracting surroundings. Sans serif letters make it easier to achieve correct letter spacing in assembling a sign.

The size of the letters used will depend on the distance at which the sign is expected to be read. Environmental and lighting conditions should also be taken into account.

For maximum readability, use upper and lowercase letters in your messages, which are about 10 to 12% more readable than those set in all caps. This is due in part to the fact that a word set in upper- and lowercase letters has a more familiar "word shape" than the same word set in all caps. Also, a word set in upper and lowercase takes up 30 to 35% less space than when set in all caps.

Message length is also an important consideration with both interior and exterior signs. On an interior sign, for maximum ease of reading, no line should be more than 30 characters long, including letters and spaces between words. It may take a motorist as much as half a second to read and react to a line of message on an exterior sign. Therefore, to avoid creating safety hazards, no sign for motorists should exceed 16 words or 4 lines, or take more than 3-4 seconds for motorists to read and react to.

Signage

Maryland State Department of Education

type in upper and lowercase type versus all caps

MARYLAND STATE DEPARTMENT OF EDUCATION
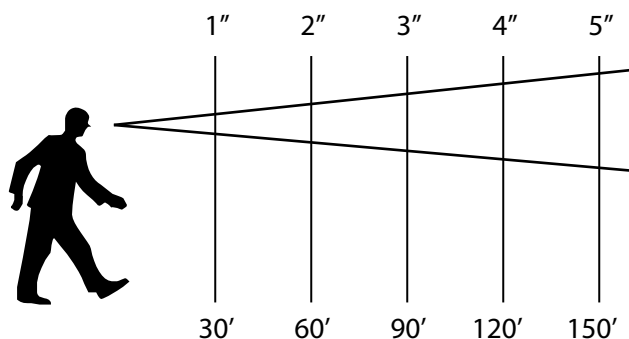
This chart is used to determine what size cap height is needed to ensure minimum legibility of a sign. For viewing at 30 feet, cap height should be 1 inch; for viewing at 150 feet, use a 5-inch cap height.
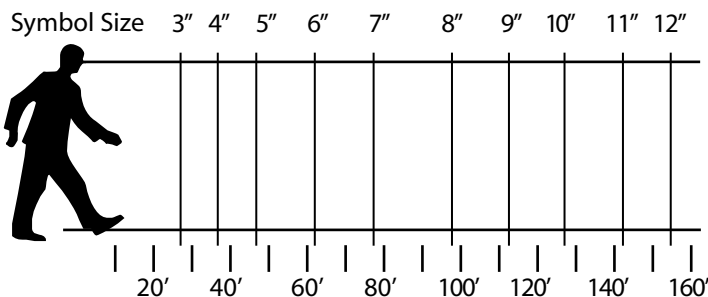
This chart determines symbol sizes. For viewing at a distance at 30 feet, the symbol should be 3 inches high; at 155 feet, the symbol should be 12 inches.
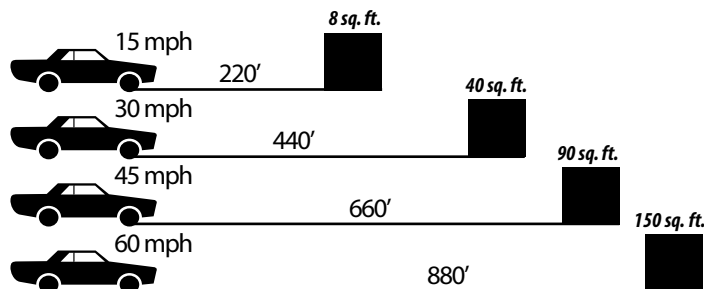
This chart shows the relationship between vehicle speed, sight distance, and sign size. Viewed from a car traveling at a speed of 60 mph, and at a distance of 880 feet, a sign should be at least 150 square feet in size.

M *san-serif type*   **M** *serif type*

MARYLAND STATE DEPARTMENT OF EDUCATION

Achievement Matters Most

Blank Page

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